

CLAIMS

Please amend the claims as follows:

1-4. (Cancelled)

5. (Currently amended) The method of claim 4 8 further comprising:

determining the time of rendering of the content stream on the first active rendering device; and

selecting the first targeted advertisement additionally responsive to the determined time.

6. (Currently amended) The method of claim 4 8 further comprising:

identifying a user viewing the content stream on the first active rendering device;
and

selecting the first targeted advertisement additionally responsive to the identified user.

7. (Currently amended) The method of claim 4 8 further comprising:

receiving a user-entered program-control command; and
selecting the first targeted advertisement additionally responsive to the received user-entered program-control command.

8. (Currently amended) In a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting targeted advertisements for insertion in content streams, the method comprising:

identifying a first active rendering device from among the plurality of rendering devices;

identifying a second active rendering device from among the plurality of rendering devices;

selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;

inserting the first targeted advertisement in the first content stream approximately concurrently with either:

a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device wherein the first profile is different from the second profile, or

a rendering of the second content stream on the second active rendering device,

wherein the selecting step is carried out by the advertisement manager, and each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

9. (Original) The method of claim 8 wherein the second targeted advertisement is

selected by the advertisement manager.

10. (Original) The method of claim 8 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

11. (Currently amended) The method of claim 8 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

12-15. (Cancelled)

16. (Currently amended) The apparatus of claim ~~42~~ 19 further comprising:

means for determining the time of rendering of the content stream on the first active rendering device,

wherein the means for selecting is additionally responsive to the determined time.

17. (Currently amended) The apparatus of claim ~~42~~ 19 further comprising:

means for identifying a user viewing the content stream on the active rendering device,

wherein the means for selecting is additional responsive to the identified user.

18. (Currently amended) The apparatus of claim ~~42~~ 19 further comprising:

means for receiving a user-entered program-control command,

wherein the means for selecting is additionally responsive to the received user-entered program-control command.

19. (Currently amended) In a home area network comprising a plurality of rendering devices and an advertisement manager, an apparatus for selecting targeted advertisements for insertion in content streams, the apparatus comprising:

means for identifying a first active rendering device from among the plurality of rendering devices;

means for identifying a second active rendering device from among the plurality of rendering devices;

means for selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;

means for inserting the first targeted advertisement in the first content stream approximately concurrently with either:

a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device wherein the first profile is different from the second profile, or

a rendering of the second content stream on the second active rendering device, wherein each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

20. (Original) The apparatus of claim 19 wherein the second targeted advertisement is selected by the means for selecting.

21. (Original) The apparatus of claim 19 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

22. (Currently amended) The apparatus of claim 19 wherein the home area network is located wholly within ~~or approximately adjacent to~~ a customer premises.

23-26. (Cancelled)

27. (Currently amended) The computer-readable storage medium of claim ~~23~~ 30, wherein the method further comprises:

determining the time of rendering of the content stream on the first active rendering device; and

selecting the first targeted advertisement additionally responsive to the determined time.

28. (Currently amended) The computer-readable storage medium of claim ~~23~~ 30, wherein the method further comprises:

identifying a user viewing the content stream on the first active rendering device;
and

selecting the first targeted advertisement additionally responsive to the identified user.

29. (Currently amended) The computer-readable storage medium of claim ~~23~~ 30, wherein the method further comprises:

receiving a user-entered program-control command; and

selecting the first targeted advertisement additionally responsive to the received user-entered program-control command.

30. (Currently amended) A computer-readable storage medium storing instructions that, when executed by a computer, cause the computer to perform, in a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting a targeted advertisement for insertion in a content stream, the method comprising:

identifying a first active rendering device from among the plurality of rendering devices;

identifying a second active rendering device from among the plurality of rendering devices;

selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;

inserting the first targeted advertisement in the first content stream approximately concurrently with either:

a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device wherein the first profile is different from the second profile, or

a rendering of the second content stream on the second active rendering device,

wherein the selecting step is carried out by the advertisement manager, and each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

31. (Original) The computer-readable storage medium of claim 30 wherein the second targeted advertisement is selected by the advertisement manager.

32. (Original) The computer-readable storage medium of claim 30 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

33. (Currently amended) The computer-readable storage medium of claim 30 wherein the home area network is located wholly within ~~or approximately adjacent to~~ a customer premises.

34-35. (Cancelled)